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Elaine K Lee, Reg. No. 41,936

Name of Applicant, Assignee or
Registered Representative

Elaine K Lee

Signature

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Our Case No. 9623/112

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Davis, et al.

Serial No. 09/322,677

Filing Date. May 28, 1999

For: SYSTEM AND METHOD FOR
INFLUENCING A POSITION ON A
SEARCH RESULT LIST
GENERATED BY A COMPUTER
NETWORK SEARCH ENGINE

Examiner: Not Assigned

Group Art Unit No.. 2771

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents
Washington, D C 20231

Sir

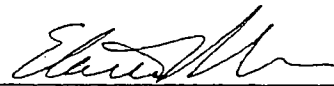
Pursuant to the requirements of 37 C.F.R. §§1.56, 1.97, and 1.98, Applicants hereby disclose the references listed on the attached Form PTO-1449. Copies of these references are enclosed. Applicants request that the references listed in the attached Form PTO-1449 be reviewed and made of record in this application.

GOG 31590

This Information Disclosure Statement is being filed within three months after the filing date of the application, or before the mailing of the first office action on the merits, and no certification under 37 C.F.R. §1.97(e) or fee under 37 C.F.R. §1.17(p) is required.

Applicants believe that none of the listed references either alone or in combination, disclose or suggest Applicants' claimed invention. Applicants, however, wish to bring these documents to the attention of the Examiner for both the Examiner and the public to see. Applicants respectfully request that the Examiner review these documents and make these documents of record in the above-referenced application.

Respectfully submitted,



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Attorney for Applicant

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FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 1,764
(use several sheets if necessary)	APPLICANT(S): Davis, et al.	

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
CAK	A1	5,717,923	02/10/98	Dedrick	396/613	11/03/94
CAK	A2	5,724,424	03/03/98	Gifford	380/24	11/29/95
CAK	A3	5,724,521	03/03/98	Dedrick	395/226	11/03/94
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CAK	A7	5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
CAK	A8	5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
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CAK	A11	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
CAK	A12	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
CAK	A13	5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
CAK	A14	5,918,014	06/29/99	Robinson	395/200.49	12/26/96
CAK	A15	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
CAK	A16	5,920,859	07/06/99	Li	707/5	02/05/97

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO
	A17					
	A18					
	A19					
	A20					
	A21					

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CAK	A22	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
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EXAMINER CUONG H. NGUYEN	DATE CONSIDERED 12/14/99	

EXAMINER Initial if reference considered, whether or not citation is in conformance with MPEP 609, Draw line through citation if not in conformance and not considered Include copy of this form with next communication to applicant

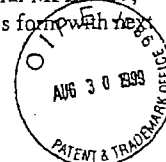
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CAN	A27	Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998
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CAN	A41	David Coursey, "Coursey.com", March 18, 1998.
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CAN	A43	Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 16, 1998, p. C1.
CAN	A44	Wyn Hilly, OCWeekly byte marks, "GoTo Hell", obtained at the internet address http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml , March 13, 1998.
CAN	A45	Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
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CMN	A47	Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34
CMN	A48	Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.
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CMN	A51	Jeff Peline, Staff Writer, CNET News.com, February 18, 1998, "New Search Engine Goes Commercial", obtained at the internet address http://www.news.com/News/Item/0,4,19281,00.html , February 20, 1998
CMN	A52	Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address http://www.news.com/News/Item/Textonly/0,25,1635,00.html , July 29, 1999.
CMN	A53	Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1387,00.html , July 29, 1999
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CMN	A55	Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address http://www.news.com/News/Item/0,4,6118,00.html , July 29, 1999.
CMN	A56	"About SearchUP, Inc.", July 15, 1999, obtained at the internet address http://www.searchup.com/about.cfm
CMN	A57	"Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm
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CMN	A59	"Information", July 15, 1999, obtained at the internet address http://www.searchup.com/information.cfm
CMN	A60	"Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .
CMN	A61	Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
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CMN	A64	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com
CMN	A65	I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.iseekit.com

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FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2771
(use several sheets if necessary)		
APPLICANT(S): Davis, et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CKN	A66	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999
CKN	A67	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
CKN	A68	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseeit.com, July 1, 1999
CKN	A69	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999
CKN	A70	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.
CKN	A71	SearchUP URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
CKN	A72	SearchUP URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
CKN	A73	SearchUP URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
CKN	A74	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999.
CKN	A75	"Improve Your Ranking", Karen L. Miller, Home Office Computer, v16, n1, p51(2) Jan. 1998.
CKN	A76	"Help for Getting the Word Out About Web Sites", Jeff Frentzen, PC Week, v14, n46, p27(1), Nov. 3, 1997



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FORM PTO-14	SERIAL NO. 09/322,677	CASE NO. 9523/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2764 2805-4531-1351
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

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CMN	A1	5,717,923	02/10/98	Dedrick	396/613	11/03/94
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CMN	A8	5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
CMN	A9	5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
CMN	A10	5,852,820	12/22/98	Burrows	707/2	08/09/96
CMN	A11	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
CMN	A12	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
CMN	A13	5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
CMN	A14	5,918,014	06/29/99	Robinson	395/200.49	12/26/96
CMN	A15	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
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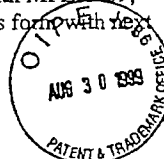
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FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2771 245
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

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CMN	A36	Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address http://www.searchenginewatch.com/news.html , February 23, 1998.
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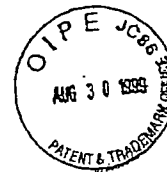


GOG 31598

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FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 271 2165
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CMN	A66	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
CMN	A67	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
CMN	A68	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseeit.com, July 1, 1999.
CMN	A69	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
CMN	A70	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.
CMN	A71	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
CMN	A72	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
CMN	A73	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
CMN	A74	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999.
CMN	A75	"Improve Your Ranking", Karen L. Miller, Home Office Computer, v16, n1, p51(2) Jan, 1998.
CMN	A76	"Help for Getting the Word Out About Web Sites", Jeff Frentzen, PC Week, v14, n46,p27(1), Nov. 3, 1997.



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01 PE JC86
AUG 30 1999

FORM PTO PATENT	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2764
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

REFERENCE DESIGNATION		U.S. PATENT DOCUMENTS				
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
CMN	A1	5,717,923	02/10/98	Dedrick	396/613	11/03/94
CMN	A2	5,724,424	03/03/98	Gifford	380/24	11/29/95
CMN	A3	5,724,521	03/03/98	Dedrick	395/226	11/03/94
CMN	A4	5,752,238	05/12/98	Dedrick	705/14	11/03/94
CMN	A5	5,768,521	06/16/98	Dedrick	395/226	02/02/96
CMN	A6	5,794,210	08/11/98	Goldhaber, et al	705/14	12/11/95
CMN	A7	5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
CMN	A8	5,848,397	12/08/98	Marsh, et al	705/14	04/19/96
CMN	A9	5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
CMN	A10	5,852,820	12/22/98	Burrows	707/2	08/09/96
CMN	A11	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
CMN	A12	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
CMN	A13	5,864,846	01/26/99	Voorhees, et al	707/5	06/28/96
CMN	A14	5,918,014	06/29/99	Robinson	395/200.49	12/26/96
CMN	A15	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
CMN	A16	5,920,859	07/06/99	Li	707/5	02/05/97

FOREIGN PATENT DOCUMENTS						
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO
	A17					
	A18					
	A19					
	A20					
	A21					

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CMN	A22	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
CMN	A23	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.
CMN	A24	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
CMN	A25	"Disclosure Rules", The Industry Standard - The Newsmagazine of the Internet Economy, August 10, 1998.
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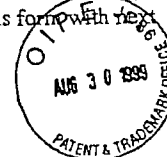
Page 2 of 4

FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2774 2165
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CMN	A27	Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.
CMN	A28	Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication
CMN	A29	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
CMN	A30	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.
CMN	A31	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.
CMN	A32	Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address http://www.adage.com/interactive/mdaily/index.html .
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CMN	A36	Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address http://www.searchenginewatch.com/news.html , February 23, 1998.
CMN	A37	Jodi Mardesich, Mercury News Staff Writer, February 20, 1998, "Search Engine Charges Hit Sites", obtained at the internet address http://www.sjmercury.com/business/center/goto022198.htm , February 23, 1998.
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CMN	A41	David Coursey, "Coursey.com", March 18, 1998.
CMN	A42	Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
CMN	A43	Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 16, 1998, p. C1.
CMN	A44	Wyn Hilty, OCWeekly byte marks, "GoTo.Hell", obtained at the internet address http://www.ocweekly.com/ink/archives/97/27byte-31198-1.shtml , March 13, 1998.
CMN	A45	Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
CMN	A46	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", obtained at the internet address http://www.adweek.com/iq/iqnews02.asp , February 23, 1998.

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FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2775 2765
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CMN	A47	Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
CMN	A48	Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.
CMN	A49	Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, February 10, 1998, p. 1.
CMN	A50	Interactive Week Magazine, Garden City, NY, May 25, 1998.
CMN	A51	Jeff Pelline, Staff Writer, CNET News.com, February 18, 1998, "New Search Engine Goes Commercial", obtained at the internet address http://www.news.com/News/Item/0,4,19281,00.html , February 20, 1998.
CMN	A52	Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address http://www.news.com/News/Item/Textonly/0,25,1635,00.html , July 29, 1999.
CMN	A53	Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1387,00.html , July 29, 1999.
CMN	A54	Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1199,00.html , July 29, 1999.
CMN	A55	Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address http://www.news.com/News/Item/0,4,6118,00.html , July 29, 1999.
CMN	A56	"About SearchUP, Inc.", July 15, 1999, obtained at the internet address http://www.searchup.com/about.cfm
CMN	A57	"Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm .
CMN	A58	"Benefits", July 15, 1999, obtained at the internet address http://www.searchup.com/benefits.cfm .
CMN	A59	"Information", July 15, 1999, obtained at the internet address http://www.searchup.com/information.cfm .
CMN	A60	"Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .
CMN	A61	Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
CMN	A62	Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2.
CMN	A63	Galore - Super Search Engine, May 21, 1999, obtained at the internet address http://www.galore.com/1/mainframe.shtml .
CMN	A64	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com
CMN	A65	I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.iseekit.com .

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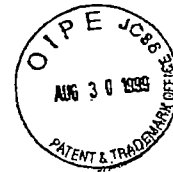
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FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2771 2165
(use several sheets if necessary)	APPLICANT(S): Davis, et al.	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CMN	A66	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
CMN	A67	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
CMN	A68	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseeit.com, July 1, 1999.
CMN	A69	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
CMN	A70	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.
CMN	A71	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
CMN	A72	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
CMN	A73	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
CMN	A74	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999.
CMN	A75	"Improve Your Ranking", Karen L. Miller, Home Office Computer, v16, n1, p51(2) Jan. 1998.
CMN	A76	"Help for Getting the Word Out About Web Sites", Jeff Frentzen, PC Week, v14, n46, p27(1), Nov. 3, 1997



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LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT -2764- 2771
(use several sheets if necessary)		
APPLICANT(S): Davis, et al.		

REFERENCE DESIGNATION		U.S. PATENT DOCUMENTS				
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
CMN	A1	5,717,923	02/10/98	Dedrick	386/613-705/26	11/03/94
CMN	A2	5,724,424	03/03/98	Gifford	386/24-705/26	11/29/95
CMN	A3	5,724,521	03/03/98	Dedrick	386/226-705/26	11/03/94
CMN	A4	5,752,238	05/12/98	Dedrick	705/14	11/03/94
CMN	A5	5,768,521	06/16/98	Dedrick	395/226-705/32	02/02/96
CMN	A6	5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
CMN	A7	5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
CMN	A8	5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
CMN	A9	5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
CMN	A10	5,852,820	12/22/98	Burrows	707/2	08/09/96
CMN	A11	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
CMN	A12	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
CMN	A13	5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
CMN	A14	5,918,014	06/29/99	Robinson	709/219-395/200-49	12/26/96
CMN	A15	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
CMN	A16	5,920,859	07/06/99	Li	707/5	02/05/97

FOREIGN PATENT DOCUMENTS						
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO
	A17					
	A18					
	A19					
	A20					
	A21					

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CMN	A22	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
CMN	A23	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.
CMN	A24	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", LA. Business Journal, August 10, 1998.
CMN	A25	"Disclosure Rules", The Industry Standard - The Newsmagazine of the Internet Economy, August 10, 1998.
	A26	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
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(use several sheets if necessary)	APPLICANT(S): Davis, et al.	

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CMN	A38	Ken Glaser, OnlinePress.com, "Who Will GoTo.com?", February 20, 1998.
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CMN	A45	Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
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CMN	A57	"Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm .
CMN	A58	"Benefits", July 15, 1999, obtained at the internet address http://www.searchup.com/benefits.cfm .
CMN	A59	"Information", July 15, 1999, obtained at the internet address http://www.searchup.com/information.cfm .
CMN	A60	"Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .
CMN	A61	Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
CMN	A62	Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2
CMN	A63	Galore - Super Search Engine, May 21, 1999, obtained at the internet address http://www.galore.com/1/mainframe.shtml .
CMN	A64	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com .
CMN	A65	I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.iseekit.com .

EXAMINER CUONG H. NGUYEN	DATE CONSIDERED 12/14/99
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant



GOG 31606

Page 4 of 4

FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE May 28, 1999	GROUP ART UNIT 2771 2165
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CMN	A66	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
CMN	A67	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
CMN	A68	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseeit.com, July 1, 1999.
CMN	A69	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
CMN	A70	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.
CMN	A71	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
CMN	A72	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
CMN	A73	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
CMN	A74	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999.
CMN	A75	"Improve Your Ranking", Karen L. Miller, Home Office Computer, v16, n1, p51(2) Jan, 1998.
CMN	A76	"Help for Getting the Word Out About Web Sites", Jeff Frentzen, PC Week, v14, n46, p27(1), Nov. 3, 1997.

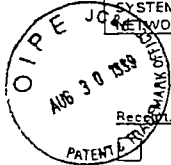


EXAMINER CUONG H. NGUYEN	DATE CONSIDERED 12/14/99
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TRANSMITTAL LETTER			Case No. 9623/112
Serial No. 09/322,677	Filing Date May 28, 1999	Examiner Not Assigned	Group Art Unit 2771
Inventor(s) Davis, et al			
Title of Invention SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE			



TO THE ASSISTANT COMMISSIONER FOR PATENTS

Transmitted herewith is Information Disclosure Statement, Form PTO-1449; Copies of references cited; Post Card

Receipt

Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted

- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- ☐ Petition for a _____ month extension of time.
- ☒ No additional fee is required
- ☐ The fee has been calculated as shown below

				Small Entity		or	Other Than Small Entity	
	Claims Remaining After Amendment		Highest No Previously Paid For	Present Extra	Rate	Add'l Fee	Rate	Add'l Fee
Total		Minus			x \$9 =		x \$18 =	
Indep		Minus			x \$9 =		x \$78 =	
First Presentation of Multiple Dep Claim					+ \$130 =		+ \$260 =	
					Total add'l fee	\$	total add'l fee	\$

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$_____ A duplicate copy of this sheet is enclosed
- ☐ A check in the amount of \$_____ to cover the filing fee is enclosed
- ☒ The Assistant Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed

Respectfully submitted,

Elaine K. Lee
Registration No. 41,936
Attorney for Applicant

BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, ILLINOIS 60610
(312) 321-4200

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Assistant Commissioner for Patents, Washington, D.C. 20231, on August 27, 1999

Date August 27, 1999 Signature

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TRANSMITTAL LETTER			Case No. 9623/112
Serial No. 09/322,677	Filing Date May 28, 1999	Examiner Not Assigned	Group Art Unit 2771
Inventor(s) Davis, et al.			
Title of Invention SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE			



TO THE ASSISTANT COMMISSIONER FOR PATENTS

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Respectfully submitted,

Elaine K. Lee
Registration No. 41,936
Attorney for Applicant

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